

**MURRAY PARKS AND RECREATION
ADVISORY BOARD**

Minutes of Meeting

Wednesday, Feb 13, 2013

Board Members in Attendance

Dani Murakami Lisa Nelson
Bob Vanbibber Ted Eyre
Morgan Selph

The Parks & Recreation Board
Meeting was called to order at
5:30pm by Bob Vanbibber

APPROVAL OF MINUTES

Ted Eyre made a motion to approve the December 12 board minutes as written. Morgan Selph seconded. Motion was unanimous.

CITIZEN COMMENTS

No citizens.

DISCUSS GOLF COURSE CAFÉ MANAGEMENT OPTIONS

Doug gave the background information on how the Café had been run in the past and that the City lost money running it. They had a concession manager that worked 30hrs a week and was getting paid an hourly wage with benefits. They also had another employee that worked 30hrs a week as an assistant manager. They had seasonal part time employees working as well. It was very expensive and they started looking at the revenue that they sold at the café, and the expenses have always exceeded the revenue. In some years they were losing 20K or so a year. A few years ago, one of the manager retired from the city and they didn't replace her to save money, and at that time they almost got to break even. Since then the other 30hr employee has left. They're thoughts are that they want to contract out the concession stand rather than have the City still run it. They want the Park Board opinions. Most golf courses contract them out.

Morgan Selph made a motion to agree that they open up the Café for contract and have a concessionaire run it. Ted Eyre seconded. Motion was unanimous.

DISCUSS ONLINE GOLF MARKETING SOLUTIONS

Doug explained that the Golf Course has been approached by a couple businesses about marketing the Golf Course online. They have online web based solutions that they claim can help you make money. How these work are they help you capture data on your customers, ie addresses, phone #'s, emails. They have websites that will drive people to your website. They have email templates and blasts you can send out once a week, or however much you want, to your customers to promote. They have text messaging and social media included to promote. The other thing that they have is called online Tee Sheets. It would allow people to go online and make their tee times instead of calling in to make them. You could choose one of two different payment options. The first is the cost of 18,000 a year for all services discussed above. The second is you give two tee times up per day to the business for them to sell, this would not cost the golf course anything but the business would keep the money from selling the two tee times.

Doug asked the board if it would be worth it to the Golf Course to do something like this to help promote and bring more customers. They discussed the different pros and cons.

Ted Eyre made a motion to pursue marketing solutions and explore all possibilities. Dani Murakami seconded.

ELECT CHAIR AND VICE-CHAIR FOR 2013

Ted Eyre made a motion to elect Dani Murakami as Chair and Bob Vanbibber seconded. Motion unanimous.

Bob Vanbibber made a motion to elect Ted Eyre as Vice Chair and Dani Murakami seconded. Motion unanimous.

DIRECTOR'S REPORT

Doug just followed up that the colors had been finalized for Southwood park playground. Doug also gave an update that The Park Center's pool and slide had been completed.

QUESTIONS

No questions.

ADJOURNMENT

Dani Murakami made a motion to adjourn the meeting. Ted Eyre seconded that motion. Motion was unanimous.

